

## **Press Release**

**For Immediate Release:**

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## **Butthead Covers, Inc. announces the product launch of their Butta Bling line at the 2009 PGA Merchandise Show**

**Gilbert, Arizona** – Butthead Covers, Inc. announced today their plans to launch their new line of headcovers, “Butta Bling!” at the international golf industry’s premier marketplace, the 2009 PGA Merchandise Show, January 29-31, 2009, at the Orange County Convention Center in Orlando, Florida.

Butthead Covers, Inc. will be located in booth number **3310**.

It’s official, the recession is here, so what does everyone need? R& R – Recession Relief in the form of good pricing, comedy and fun. So who can you trust for that? Butthead Covers is going to bling it on at the PGA show!!

Butthead Covers, Inc. has announced their launch of another fantastically unique line of headcovers at the PGA show in Orlando – Butta Bling! Known unmistakably for creating the “other end” of animal headcovers and expanding their lines every year with TRULY unique and fun designs, they have done it again.

Several new styles of sleek headcovers (non animal variety) will be introduced, adorned with Bling, as Butthead Covers, Inc. celebrates their 5<sup>th</sup> anniversary. Alice Scott, CEO says, “It is a natural fit in our headcover line, because we create what no one else has created and because everyone deserves a little sparkle in their lives.” To add to the fun, they will have a game in the booth, conducted called Blingo! Prizes will be awarded to winners. Several specials will be offered to help in the cost relief part of their R&R plan.

A Kilted Golfer also expands their Bootyful People line, thanks to Scottish LPGA player, Catriona Matthews for design input. It is aptly named “ButtaScotch”. The cover was inspired by the Scott’s trip to St. Andrews, representing the USA in the International Pairs World Finals. While they didn’t manage to bring home the trophy, they were unofficially named the Congeniality Award recipients by ING president, Mike Jamison. ING was the sponsor of the qualifying event.

90 styles plus custom designs will be seen in their booth, # 3310, where Danny and Alice Scott will spin the cage for the Blingo game, dole out their traditional animal crackers, promotional pricing and fun, while seriously thanking the industry for 5 amazing years.

Since its inception in 1954, the PGA Merchandise Show has served the international golf community as an important forum for its leaders to establish the business climate for the upcoming season and conduct the business of the game. As the world's most comprehensive golf trade show and convention, the 2009 PGA Merchandise Show will once again welcome more than 46,000 industry professionals, Jan. 29-31 in Orlando, Fla., to discover the newest golf merchandise, test the latest equipment and uncover the latest golf apparel trends. Additionally, the PGA Show features multiple programs to grow participation in golf worldwide, increase rounds played, enhance careers and drive profitable retail sell-through.

For more information regarding the 2009 PGA Merchandise Show or to register online, visit [www.pgashow.com](http://www.pgashow.com) or call 1-800-840-5628.

For more information on Butthead Covers, Inc., please call 480-545-4653 or visit [www.buttheadcovers.com](http://www.buttheadcovers.com).

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